

ABSTRACT OF THE DISCLOSURE

When positional information expressed by a black dot pattern and an image other than the positional information recorded as color dots are recorded, black data and color (cyan, magenta, and yellow) data are compared. If the black dots and color dots are provided in the same positions, data conversion is performed so that color dots corresponding to those positions are not formed. Thus, bleeding resulting from overlaps of positional information image with the other image is reduced to prevent the degradation of recording quality, and waste of ink is prevented.